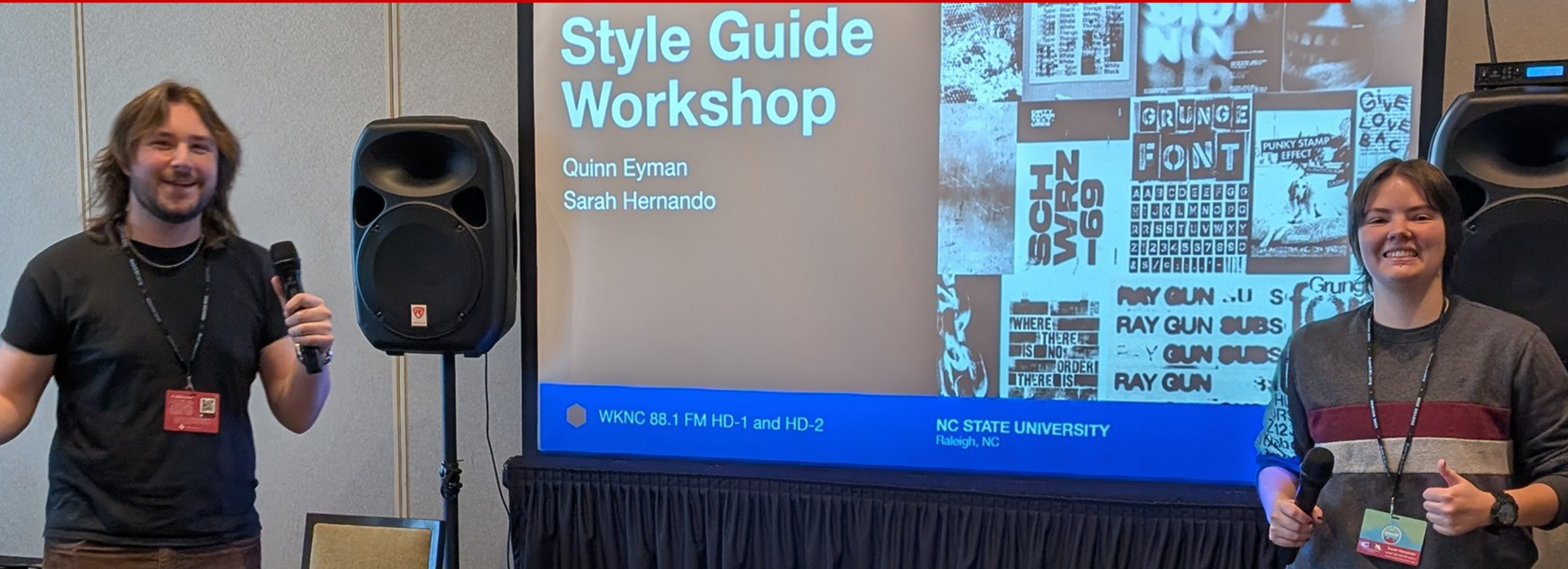


National Student Media Convention

Oct. 22-25, 2025 | Denver, Colorado | Summaries by WKNC 88.1 FM HD-1/HD-2



NC STATE
UNIVERSITY

Student Media

Convention attendees

- Sarah Hernando, general manager
- Em Marth, program director
- Quinn Eyman, promotions director and video content creator
- Jamie Lynn Gilbert, station adviser



Hernando session schedule

1. Don't Sell My License: Staying Relevant at Your University
2. Leveraging All Your Platforms
3. Creating Community, Engagement, and Fun within Your Organization
4. I'm In Charge. Now What?! (double-length)
5. Winning Trust and Funding: How Student Media Can Build Stronger Relationships with Student Government and Organizations
6. Roundtable: Managing a Radio Station with College Classes
7. AI in Adobe Premiere, Audition, and More
8. Is Radio Dead?
9. Style Guide Workshop

Lessons From Don't Sell My License: Staying Relevant at Your University

Sarah Hernando, general manager

- Gathering data is important to show to the board that we are popular
- We can provide the university with things like performances, equipment, advertising, etc.
- Money and revenue are the most important things to keep our license

I plan on keeping consistent data on our event attendance and partnering with more university organizations, like our Local Lunch Live partnership.

Lessons From Leveraging All Your Platforms

Sarah Hernando, general manager

- Multi-platform posting is important
- We can air more podcasts and live performances
- We can post clips from our radio shows/podcasts/videos to our social media

More cross promotion! I want to start taking clips from our podcasts and videos to post on social media as short-form content.

Lessons From Creating Community, Engagement, and Fun within Your Organization

Sarah Hernando, general manager

- A point system to reward/punish DJs for attendance, volunteering, etc.
- Engaging events are important to grow community on and off campus
- Partnerships with other organizations are vital for community engagement

I want to rework our point system to encourage DJs to participate in WKNC events.

Lessons From I'm In Charge. Now What?!

Sarah Hernando, general manager

- Meetings must start on time and end on time!!!
- Don't avoid conflict!
- Hiring your friends is a slippery slope

I plan on setting more SMART goals for myself and helping all of my employees set and meet their own.

Lessons From Winning Trust and Funding: How Student Media Can Build Stronger Relationships with Student Government and Organizations

Sarah Hernando, general manager

- Use data to show Student Government why we matter
- Provide services to Student Government like equipment and DJs
- Attend Student Government meetings and educate them on what exactly you do and why it's important

This session is particularly important because of our current budget situation, I will start by raising awareness about the issue in WKNC, then developing a plan with other Student Media leaders to develop a relationship with Student Government. Furthermore, I will convince WKNC employees to join Student Government so we have people on the inside.

Lessons From Roundtable: Managing a Radio Station with College Classes

Sarah Hernando, general manager

- Taking time for yourself is important
- Know when to prioritize school vs the radio
- You don't have to answer messages after hours!

I have always been bad at putting school first when it seems like there is always something to do for the radio. I will start by actually setting consistent office hours and trying not to work after hours or when I should be doing schoolwork.

Lessons From AI in Adobe Premiere, Audition, and More

Sarah Hernando, general manager

- You can remove background noise in Adobe Audition and Premiere
- You can create captions and translate them into many languages
- You can use AI to automatically separate clips, search for specific scenes in a long file, and remove certain words or phrases from video/audio files

While I am no longer a content creator, I have many content ideas and this session gave me the confidence to film some videos for WKNC, specifically WKNC ASMR.

Lessons From Is Radio Dead?

Sarah Hernando, general manager

- Public speaking and answering questions in front of a crowd
- Collaborating with people I have not met before on a presentation
- I got many content, programming, and event ideas from other stations, such as playing DnD on air

I want to start a DnD podcast or show on air.

Lessons From Style Guide Workshop

Sarah Hernando, general manager

- A consistent style is important for branding and community engagement
- There are many free programs to create graphics, such as Canva and Photopea
- Create a document that lists your station's fonts, colors, style vibes, etc. for collaborators and future employees to reference

I want to meet with our social media team to discuss their graphics and consistency.

Marth session schedule

1. Music Programming in an On-Demand World
2. Radio in the Digital Age
3. How to Talk to the Music Industry and Get What You Want
4. Improv for Broadcasters
5. Digital Accessibility for Student Media
6. Roundtable: Managing a Radio Station with College Classes
7. Saving Your College Radio Station's History
8. The Studio Method
9. Is Radio Dead?
10. Style Guide Workshop

Lessons From Music Programming in an On-Demand World

Em Marth, program director

- Even though things are changing regarding music listening, radio is still big! Don't lose hope.
- Try making more moments unique to radio.
- Be flexible and try new things! No idea is a bad idea, and if you're scared about it, play it at a different time.

I'd love to apply the idea of being flexible from this session more often into my roles at WKNC, specifically the idea of for my shows maybe trying new things, asking listeners for feedback, and more.

Lessons From Radio in the Digital Age

Em Marth, program director

- Radio's biggest factor is connection! Even as things change, connection doesn't.
- Try out new things. Even though they may not work, it's important to see what people are thinking of them.
- Technology and radio will change. Accept the change, but don't give up on what makes your radio your radio.

This session more than anything just taught me that I should value our radio style more, and I will apply that to all of my roles. I didn't agree with many of the very corporate ideas, and that's okay, because I went in to learn about the other perspectives.

Lessons From How to Talk to the Music Industry and Get What You Want

Em Marth, program director

- You can ask musicians and promoters for their music. You should also let them know who you are.
- Promoters and artists look at a station's charts to see if they want to work with you.
- Spinitron is awesome! Promoters look at the charts from Spinitron! Putting things on Spinitron is important.

This doesn't apply to my role as Program Director, but I'd love to be able to reach out to an artist as a DJ to promote them specifically on air, maybe with a short air break led by them! And maybe as Program Director I could do something like that too.

Lessons From Improv for Broadcasters

Em Marth, program director

- Be willing to put yourself out there! Don't be afraid of standing in front of a crowd.
- Broadcasting is all about being confident! If you're feeling unconfident, try warming yourself up with some praise.
- Be willing to throw yourself up to the front, even if you're not called.

As both a DJ and Program Director, I think I'll apply a lot of the willingness to put myself out there from this session. I commonly get anxious, but maybe warming myself up and putting myself out there is a good way to be confident in both roles.

Lessons From Digital Accessibility for Student Media

Em Marth, program director

- Accessibility is important, because everyone benefits from it!
- Using alt text and Pascal case are two very simple yet very important ways to improve accessibility in a document.
- Always make a transcript! Even if it's not accurate, a transcript is a transcript, and you can make it more accurate later.

I will apply all of this information to my role as Program Director to improve the accessibility of things I create. It's been a thing that I've been wanting to add to my work for a while, so hearing more about it will push me to improve my work with accessibility.

Lessons From Roundtable: Managing a Radio Station with College Classes 2

Em Marth, program director

- Always communicate things in terms of anything that could take away from your classes.
- Remember to keep your work and school life separate! They are not one in the same.
- Find a way to decompress and focus more on life.

Most of the information discussed in this roundtable were things I already knew, but I'd like to take some of the advice and keep my school life and work life separate.

Lessons From Saving Your College Radio Station's History

Em Marth, program director

- Preservation is extremely important! We should all work to preserve media.
- Even current stuff needs to be archived. If something is on the web, it may not stay forever.
- Internet Archive can help with keeping information, regardless of what it is.

While it's not my personal task, I'd really like to become more invested in preservation, starting with my own DJ sets and then seeing what I can help with from there. Preservation is a really cool thing that I'd like to help with, and while I know it's already happening, I'd love to see what I can do for it.

Lessons From The Studio Method

Em Marth, program director

- Collaboration is key! Work with the other people in your studio to make a better group.
- Leverage what you can and get what is cheaper, even if it looks good.
- Make connections and network. It's good to know people.

I will definitely be using the no setback philosophy that the speaker talked about a lot in my role. Even if I mess up, I shouldn't stop, and instead should keep going, and I should ask people for help when I mess up.

Lessons From Is Radio Dead? 2

Em Marth, program director

- Radio is changing, not dying. As it changes, the best way for radio stations to survive is to be creative and to innovate!
- Be unique with your ideas. Lead community building activities and get your fans and DJs out there.
- Use all sorts of digital content to push forward your radio. It's what works, and so try it out.

I'd like to use the idea of uniqueness to make my own radio show better. I want to make a more unique show that has more unique ideas and stands out.

Lessons From Style Guide Workshop 2

Em Marth, program director

- Having a style is important for consistency! And consistency is key, because it keeps the audience from getting confused.
- Look at older posts and take ideas from them for your style.
- When putting together a style guide, have options. Have variety, it's important.

The biggest takeaway I'll get from this to use WKNC's style guide.

Eyman session schedule

1. Music Programming in an On-Demand World
2. Visual Storytelling
3. How to Talk to the Music Industry and Get What You Want
4. Improv for Broadcasters
5. Digital Accessibility for Student Media
6. How to Get your First Journalism Job
7. The Studio Method
8. Is Radio Dead?
9. Style Guide Workshop

Lessons From Music Programming in an On-Demand World 2

Quinn Eyman, promotions director and video content creator

- More than 50% of people consider radio to be the place that they discover the most music (today!)
- The average digital music listener only has 66 songs in their primary playlists (that they actually listen to)
- The focus of stations (successful ones) should be to give listeners something they can't get anywhere else. Radio is reactive and responsive to current events.

While I'm not involved in programming, it's worth thinking about if I plan to apply for general manager. I disagree with many of the points that he made in this presentation though. He mentioned how a radio station that's not structured and gives DJs total freedom is, in his words, a bad radio station. I think for a mainstream station his method is fine, but what we offer is very different and diverse, which in my opinion still ties in with the idea of being able to provide something that people can't find anywhere else. I'd like to keep that in mind going forward, I think it's part of what makes us special, and not charm that I'd like to lose.

Lessons From Visual Storytelling

Quinn Eyman, promotions director and video content creator

- Visual journalism can take you some interesting places and be really fulfilling in life
- Moments matter most. It's all about substance over style.
- When there's a problem with the story, or when you're irritated, go for that. That's when the story will be strongest.

This has been incredibly interesting and relevant for my roles in content (both short-form and long-form). I'd like to use these ideas in future videos (it's probably more relevant for long-form). I will keep things concise, and continue to get even more shots than I feel like I need.

Lessons From How to Talk to the Music Industry and Get What You Want 2

Quinn Eyman, promotions director and video content creator

- This was hosted by Spinitron
- Artists and promoters actively look at charts through Spinitron and similar to gauge their engagement with stations like ours
- Local artists are still a significant part of the music industry and should be made aware of when/how much they're being played on air

I think my biggest takeaway was the idea of being more in contact with local artists. Some of them get played on air more than they likely expect (at least the few times I've shared that with smaller bands) and it can build strong relationships with those bands who could play at WKNC events, participate in interviews, or just promote the station in the future. I'll focus on outreach to local artists a little bit more.

Lessons From Improv for Broadcasters 2

Quinn Eyman, promotions director and video content creator

- Keeping things specific is funnier
- There are more forms of broadcast than just radio here (I thought this was just for radio)
- Improv has many uses outside of normal comedy, especially in live mediums like radio

I believe these all fit best into my roll as a DJ rather than my actual job, though I could probably implement some of what I learned in content. I don't always think about being silly on air but humor is something I deeply value so using these tips (specifics, keeping things concise) could really benefit my presence on air and improve listener engagement.

Lessons From Digital Accessibility for Student Media 2

Quinn Eyman, promotions director and video content creator

- The Americans with Disabilities Act is only 35 years old
- The ADA wants transcripts to be 99% accurate
- We now use Fireflies.AI for generating transcripts

Firstly, I didn't know we weren't supposed to use Otter.AI anymore. I also always try to get the best transcription I can but likely miss things due to time constraints with longer videos. The WCRD video I'm working on is going to be very very long, so I might need help with fixing transcriptions and am going to look into resources for that (or at least recruit some DJs for help).

Lessons From How to Get your First Journalism Job

Quinn Eyman, promotions director and video content creator

- TEGNA ran this and has stations everywhere across the US, and they are hiring now
- Campus/Student Media experience is more valued by people hiring in journalism than a majority of internships
- Write like you talk, as in conversational writing is the style most relevant to journalism/producer jobs

This just makes me glad that I do a large variety of things at the station. They mentioned many times how important it is and how good it looks when someone can do a large variety of things, both technical and journalistic. I'm going to continue to have the approach to my work where as long as I'm learning, I'm being productive!

Lessons From The Studio Method 2

Quinn Eyman, promotions director and video content creator

- It's a good idea to practice the interview process and attend career fairs even if you aren't searching for a job
- As Student Media, we can provide content for external people at a fraction of the price
- Sportscasters can make the best political broadcasters because they can see and state things how they are

Especially now that our budget is under what we would like, it could be wise to share our assets (staff and skills) to make some money from external sources by providing services. It was explained how some Student Media sources can offer cheap services and undercut bigger businesses.

Lessons From Is Radio Dead? 3

Quinn Eyman, promotions director and video content creator

- 55% of Gen Z listens to radio daily
- It was very interesting to learn what everybody does and I took a lot of inspiration from it
- The idea of making your radio sets not just for you and your friends but also your community is a hole and I think that's worth thinking about.

I have a variety of ideas for different shows and events that we can do that should hopefully not break the bank, as well as some content. I could get into specifics here, but I'm planning on having a variety of meetings with both the content team as a whole, with the GM and content manager and with anyone else that might be interested, because I would like to make some serious changes, especially to the long-form content.

Lessons From Style Guide Workshop 3

Quinn Eyman, promotions director and video content creator

- Style guides and brand image are important to more than just myself!
- Other stations are going through what we went through before I made the style guide, a lack of visual identity
- In making the workshop, I learned a little bit about how other brands, mainly large companies (like the coca-cola example i gave) use style guides, and I plan to use that to our advantage

Ideally, I'd like to stylize our style guide to fit our style, if that makes sense. Right now it conveys all the information, but other groups, like Windhover, do it in a way that looks nice too!

Gilbert session schedule

1. Roundtable: Advisers Only
2. Roundtable: Passing the Torch:
Managing Smooth Leadership
Transitions in Student Media
3. Sink or Swim: Advising Students
When the Pressure is On
4. Beyond the Hype: Practical,
Responsible AI Integration in
Student Media
5. Style Guide Workshop

Lessons From Roundtable: Advisers Only

Jamie Lynn Gilbert, station adviser

- Set a time to leave work and stick to it. Things can wait until tomorrow.
- DJing is a privilege. The work behind the microphone is what we need help with.
- Starting a Student Media Hall of Fame is an excellent way to highlight and engage your alumni.

I plan to encourage my staff to create a short video explaining how it works to become a WKNC DJ, content contributor and paid staff member to help recruit new staff.

Lessons From Roundtable: Passing the Torch: Managing Smooth Leadership Transitions in Student Media

Jamie Lynn Gilbert, station adviser

- While transition documents like the WKNC How To series are incredibly helpful, having a shorter checklist can ensure the most important aspects are taught to a new person.
- Photos can help in documentation. Try to include demonstration videos as needed.
- Keep better track of work hours for staff so you can notice when folks are checked out.

I will create a checklist that goes with each WKNC how to guide to ensure the most important material is covered in training and the new student feels confident in those areas.

Lessons From Sink or Swim: Advising Students When the Pressure is On

Jamie Lynn Gilbert, station adviser

- Try to remain calm in a stressful situation because students, like horses, can smell fear.
- Always ask the students what they want to do in a situation.
- Students are learners. They learn by failing, but they can fail with the support of their advisers.

Conduct a post-mortem shortly after big events like Double Barrel Benefit and World College Radio Day when everything is fresh.

Lessons From Beyond the Hype: Practical, Responsible AI Integration in Student Media

Jamie Lynn Gilbert, station adviser

- Prompt engineering is important. Be as specific as possible with prompts and revise as needed.
- You are the author of a product, no matter how much you use AI to create it. If AI gives you bad information, it is your fault for including it.
- Audition and Premiere allow for more control, but if you are willing to give up granular control, you can use Adobe Podcast.

Add learning and training on Adobe Podcasts as an organizational goal.

Lessons From Style Guide Workshop 4

Jamie Lynn Gilbert, station adviser

- A style guide is a collection of rules and guidelines for public-facing content, which can include graphic design as well as writing style.
- Show some respect for your brand and what it represents.
- Having constraints can actually inspire creativity.

Add to our style guide that most subcategories on our website are not needed in the URL (wknc.org/about/psa is also wknc.org/psa).